



News & Updates

FROM THE COMPUTER ROOM

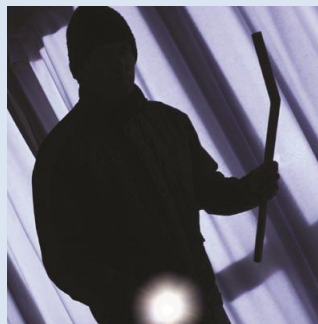
LOOKING FOR PARTS?

The South Dakota Lottery has been receiving inquiries about where to acquire parts for manufacturers that are no longer in business. Parts for video lottery gaming machines are divided into two groups, proprietary and nonproprietary. Proprietary parts must be purchased from the manufacturer. Nonproprietary parts can be purchased from other sources as long as they match the approved prototype. Here is a [link](#) showing parts and their classifications sorted by manufacturer.

NEWS YOU CAN USE TO OPERATE BETTER

BURGLARY SELF-ASSESSMENT FORM

Research by security experts has demonstrated that crime can be reduced or prevented when crime deterrence features are well planned and periodically reviewed. By applying sound security principals and using common sense, crime victimization rates can be significantly lowered. No business is totally immune from the threat of crime but a little prior planning and a few common sense precautions are all that is necessary to deter most criminals. To help you find ways to improve your businesses security, a [Burglary Self-Assessment Form](#) is available on our website. Please use this assessment to determine if you've taken every precaution necessary to ensure that your business is secure.



2015 LOTTERY COMMISSION MEETINGS

Thurs., Sept. 17

10:00 AM

State Capitol, Room 412

Thurs., Dec. 10

10:00 AM

State Capitol, Room 412

OPERATORS & TECHNICIANS

Be sure your paperwork for [board changes](#) and [movements](#) includes an Audit ticket and can be e-mailed to

VideoLottery@state.sd.us.

UPDATED MACHINE SHIPMENT NOTIFICATION FORM

The video lottery [machine shipment notification form](#) has been updated. You will notice in the "SHIPPER INFORMATION" section that the "Manufacturer/Distributor Name" is on the same line. Also, there are drop down boxes in the area where the machine information is listed. You will now pick if the machine you are shipping is new and requires a permit or if it is used. This will help Lottery to pass on the correct information to the appropriate people that need to permit a machine. If you need to make a notation that is important for us to know you may utilize the area under the heading "Description of Machine". When you send the shipment notification forms to South Dakota Lottery, please email them to VideoLottery@state.sd.us and CC Robyn.Seibel@state.sd.us to ensure all the right Lottery personnel have received your notifications.

E-STATEMENTS: WE GO PAPERLESS OCTOBER 1, 2015

The South Dakota Lottery is moving towards providing video lottery e-statements to all operators. Operators will be accessing their video lottery billing statements electronically instead of receiving paper copies in the mail. You will continue to receive paper copies of your billing statements until October 1, 2015. You will not be receiving paper copies of your billing statements after that date. Contact Robyn Seibel at Robyn.Seibel@state.sd.us with any questions.



VIDEO LOTTERY MARKETING

ADVERTISING TOOLKIT AVAILABLE

To stay competitive, it pays to advertise, and a well-planned marketing campaign can make all the difference. An effective campaign contains a variety of elements that have a common theme like signage, print ads and radio commercials.

Individual casinos may not have the time or resources to develop these materials so the South Dakota Lottery has done the legwork for you with the **Video Lottery Advertising Toolkit**. The toolkit offers two poster templates (8-1/2 x 11 and 11 x 17), three newspaper ad slicks (in varying sizes), and three radio commercials which can all be customized to feature information about YOUR

specific establishment. Use the posters to advertise drink specials within your casino. The newspaper ad could promote your upcoming anniversary celebration to potential customers in your area. And a radio commercial detailing your location and the games you offer is a great way to brand your casino on a consistent basis. All of these advertising elements are FREE for



PLANNING A PROMOTION?



Order **FREE** video lottery merchandise for giveaways and prizes

Click the T-Shirt Image above to view more product photos on the order form

QUICK LINKS

lottery.sd.gov

[Video Lottery](#)

[Retailer/License Info](#)

[Where Does the Money Go?](#)

your use; all you have to pay for is printing and placement costs with your local printers and media.

How do you get them? First, view all the advertising elements available in the **Video Lottery Advertising Toolkit** on our website at the [Advertising page](#) to decide which materials will work best for you. Then contact Lottery Advertising Director Kelly Thompson at kelly.thompson@state.sd.us to place your order. Materials are available on CD or through our FTP site. Please specify in your email to Kelly how you'd prefer to receive them; also include a contact person and phone number. Once you've received the materials, you're ready to take them to your local radio station or newspaper and start spreading the news about what people are missing at your casino...and why they should stop in and give you a look!

OTHER INFORMATION

STATS FROM THE FIELD

As of August 26, 2015, 802 MCD's have been installed and 2,481 line game machines are in operation statewide.

Newsletter Archives

For past newsletter issues, email Jennifer Baker at jennifer.baker@state.sd.us

Stay Connected

